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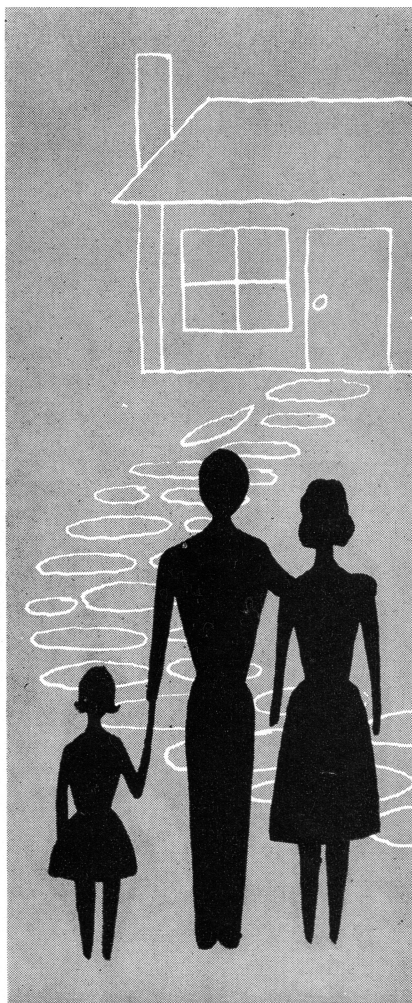
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# Family Living Outlook for 1965

by Marcena VerPloeg



**A**N OLD YEAR ending; a new year beginning. Time for a family to stop and take a critical look at last year and plan for the next.

The trends and predictions for 1965 give important guidelines for the future of the average family. Outlook information is not just meaningless averages or news of fascinating but "far out" developments. It is information that many Iowa farm families take into account as they plan their year ahead.

Take Les and Gen Newton, an active Black Hawk County farm couple, for example. The Newtons — Les, Gen and their children, Cathy, a sophomore in college; Joel, a high school senior, and Julie, enjoy planning, working and playing together.

All along they've tried to plan ahead so their resources would be used toward the goals important to them as a family. They've used outlook information to help them make their plans and as a basis for

changing plans when their original ideas didn't seem feasible.

You too can use these outlines of the future as guideposts in your planning.

Here's what the family living situation for 1965 looks like now:

## General Outlook

1965 is expected to be another good year for most families. Prices of most consumer goods will continue to climb, but incomes are expected to gain faster. Biggest price jumps will involve services.

Larger shares of the farm family dollar will go for transportation, medical care, housing, and recreation. Smaller amounts will be spent on food, beverages and clothing.

## Food

Food prices will continue up this year, but there won't be any big jump<sup>1/2</sup> (like coffee and sugar last year). Most price hikes will show up in highly processed foods and in foods eaten away from home. These added costs will still be

much less than the rise for the other consumer goods combined.

**Trends:** We're eating more low-calorie dairy products and less high butterfat items than a few years ago. Also more beef, turkey, and fresh fruits and less pork, lamb, cereals and potatoes.

**What's new:** "meatless" meat: Synthetic chicken, ham and turkey are being made of proteins from soybeans, cotton and wheat. The protein is put into a fiber form, then spun into the products with meatlike texture and flavor. The only thing missing is the fat!

*flavor secrets:* Now the complex components of food flavors can be identified and separated. Eventually, scientists will be able to make these various flavors. Canned peas will taste just like peas from your garden.

*radiation results:* Atomic energy preserves foods by a heatless method retaining the freshlike color, flavor and odor. It also pasteurizes foods such as fresh fruits, vegetables, fish and meats to retard spoilage.

*fresh frozen tomatoes:* Frozen tomatoes and better frozen melons are two main achievements of experiments with liquid nitrogen freezing. So far the process is costly.

*exotic fresh fruits.* Tropical fruits and vegetables rushed by jet air freight will be among the typical fresh produce in your supermarket.

*freeze-dried foods.* Many freeze-dried products have reached or passed the test market stage. New ones to look for are instant coffee, ice cream, chives, cottage cheese and cream cheese. You've probably already noticed strawberries and peaches in cereals and freeze-dried omelet mixes.

## Clothing

Clothing prices will be a little higher in 1965, but no startling changes are expected. Wool garments and leather shoes will likely go up more than other things. Cotton and silk items may cost a little less. Some jump is expected in children's clothing.

**Trends:** The "average" family's annual clothing outlay now is well over \$500.

"Buying up" in higher-priced clothing lines with emphasis on quality and fashion is still the most apparent clothing trend.

Some lower-priced clothing lines will be dropped by major retail outlets this year.

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The mail-order company and door-to-door salesman clothing business continues to grow.

Discount stores are opening at the rate of a new one every day. More attention is given to clothing lines.

More family clothing is washable. Predictions indicate 90% of all clothing will be machine washable by 1980.

**What's new:** *genuine wash-and-wear:* a new cotton "curing" process has created a superior fabric that permanently holds creases and pleats. It really resists wrinkling. Slacks, trousers, and work pants are now available. Sport shirts, blouses and dresses will appear next spring. Men's suits are still in the development stage.

*shrink-less wool:* Sweaters made from shrink-resistant wool yarns are now available. They are completely machine washable.

*corfam shoes:* A few of these synthetic leather shoes have been sold in \$20-plus styles. Full scale production starts soon, so during the year Corfam shoes will be more widely available and at slightly lower prices.

*stretch standards:* The stretch fabric popularity is still growing. This year look for new kinds of stretch articles and watch for labels that show new standards for the amount of stretch needed.

*improved stretch socks:* Stretch spandex fiber cores are wrapped with cotton or wool for improved



"We're interested in the outlook for appliances, because we're sure our 24-year-old refrigerator won't last another year," says Mrs. Newton.

stretch socks. Only a small percent of spandex is needed — too small to be officially listed on the fabric content label. Read the *whole* label carefully to see if you're getting this new type.

*multiple blends:* Blends of three or four different fibers are being made. But improvement is still needed before they'll be widely used.

## Household Equipment

1965 should be another "banner year" for household equipment and appliances. Last year, prices dropped about 1½%. The drop this year probably won't be as big. The intense competition for your appliance dollar may show up in lower prices, or in more features, such as improved and extended service warranties.

Business is expected to be better during the early part of the year, so you might find some "good buys" at end-of-the-year sales.

**Trends:** New standards, when approved and followed for refrigerator sizes and vacuum cleaner power, will give a basis for comparing brands. No standards are set up for washer capacity, yielding confusion on large capacity claims.

Space age technology continues to be applied to appliances, eliminating parts and reducing size.

**What's new:** *cordless appliances:* Practical items like electric knives, small vacuum cleaners, and combination shaver-toothbrush-massagers are gaining attention. Also back-scratchers, electric socks, card shufflers and other gadgets.

*better batteries:* Research is being done to improve battery power and life. A powerful cell the size of a walnut is expected soon.

*"all" refrigerator:* New refrigerator models are "all" refrigerator with only freezer space for an ice-cube tray and ice cream.

*infrared cooking:* Improved fast-cooking by microwaves is featured as the second oven in new ranges. Prices still are about \$800, but some decrease is in sight.

*free-standing range:* The peak of the built-ins has passed, with free-standing range models in the limelight now. Popular features are self-cleaning ovens, L-shaped burners, and special slow baking, with the oven automatically changing from high to very low heats.

*programmed cooking:* A fantastic freezer-range-computer is being tested that would automatically prepare an entire week's meals.

*"soft" detergents:* By the end of 1965, all detergents are expected to be "soft" or bio-degradable — able to break down rapidly under sewage treatment. Most brands will switch without any apparent change to the consumer.

*disinfectant-softeners:* Due to increased attention on disinfecting home laundry, a new combination water softener disinfectant is being tested.

Next month: Look for the outlook for home furnishings, housing, education, recreation, and transportation.



Mrs. Newton is also interested in the outlook for clothing prices "in order to know the best time to buy clothes for Joel."